



WTIC-TV

ORDER

Print Date 11/01/12

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Flight Dates 10/30/12-11/06/12

Contract / Revision 396166 - 4

Original Date / Revision
10/02/12 11/01/12

Advertiser E Esty/D/5th Dist/Congress

Agency Greer Margolis & Mitchell, Ir

Buying Contact

3050 K St NW
Washington, DC 20007

Product

FIRENDS OF ELIZ ESTY

Agency Com 15%

Billing Contact

3050 K St NW
Washington, DC 20007

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1954

Alt Order # 06361683

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL3

Priority 01

Advertiser Ref

Primary Account Executive
Jordan Johannessen

| Account Executive | Order% | Start Date | End Date |
|--------------------|--------|------------|----------|
| Jordan Johannessen | 100% | | |

Order Share 15% Market Value 185166

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| 2WCCT | 1% | 1851 |
| 3WFSB | 45% | 83325 |
| 4WVIT | 12% | 22220 |
| 5WTNH | 27% | 49995 |
| 6WCTX | % | 0 |
| 7CABL | % | 0 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| November 2012 | 35 | \$23,608.75 | \$27,775.00 | 0.00 | 10/29/12 | 11/06/12 | 35 | \$23,608.75 | \$27,775.00 |
| Totals | 35 | \$23,608.75 | \$27,775.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|-----|----|-------------------|-----------------|----------------------------------|-------|-------------------|------------|-----|-------|-------------|-----|---------------|------|------------------------|------------|
| 1 | 61 | 10/30/12 | 11/02/12 | M-F News at Ten News at Ten | CM | 10p-11p | - TWTF - - | :30 | 1 | \$1,400.00 | 01 | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - TWTF - - | | 1 | | | | \$1,400.00 | | 0.00 | | | |
| E 2 | 61 | 10/30/12 | 11/02/12 | M-F 10a-11a M-F 10a-11a | CM | 10a-11a | - TWTF - - | :30 | 1 | \$175.00 | 01 | 0.00 | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - TWTF - - | | 1 | | | | \$175.00 | | 0.00 | | | |
| E 3 | 61 | 10/30/12 | 11/02/12 | M-F News at 11pm News at 11pm | CM | 11p-1135p | - TWTF - - | :30 | 1 | \$375.00 | 01 | 0.00 | NM | 1 | \$375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - TWTF - - | | 1 | | | | \$375.00 | | 0.00 | | | |
| E 4 | 61 | 10/30/12 | 11/02/12 | M-F 5a-6a M-F 5a-6a | CM | 5a-6a | - TWTF - - | :30 | 2 | \$110.00 | 01 | 0.00 | NM | 2 | \$220.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - TWTF - - | | 2 | | | | \$110.00 | | 0.00 | | | |
| 5 | 61 | 10/30/12 | 11/02/12 | | CM | 6p-630p | - TWTF - - | :30 | 1 | \$425.00 | 01 | 0.00 | NM | 1 | \$425.00 |



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Print Date: 11/01/12

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Contract / Revision **396166- 4** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/02/12/ 11/01/12

Order Sep 00:15:00

Advertiser **E Esty/D/5th Dist/Congress** Product **FIRENDS OF ELIZ ESTY**Estimate # **1954**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-----|-------------|-------------------|-------------------|---|-------|-----------------------|-----------------|---------------|-------------------|-----------------------|-----|---------------|-------------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| | | | | M-F 6p-630p M-F 6p-630p | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - TWTF - - | | | | | 1 | \$425.00 | | 0.00 | | | |
| 6 | 61 | 10/30/12 | 11/02/12 | M-F 6a-7a M-F 6a-7a | CM | 6a-7a | - TWTF - - | :30 | 1 | \$275.00 | 01 | 0.00 | NM | 1 | \$275.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - TWTF - - | | | | | 1 | \$275.00 | | 0.00 | | | |
| E 7 | 61 | 10/30/12 | 11/02/12 | M-F 630p-7p M-F 630p-7p | CM | 630p-7p | - TWTF - - | :30 | 1 | \$600.00 | 01 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - TWTF - - | | | | | 1 | \$600.00 | | 0.00 | | | |
| 8 | 61 | 11/05/12 | 11/06/12 | M-F 7a-8a M-F 7a-8a | CM | 7a-8a | MT - - - - - | :30 | 1 | \$160.00 | 03 | 0.00 | NM | 1 | \$160.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | MT - - - - - | | | | | 1 | \$160.00 | | 0.00 | | | |
| E 9 | 61 | 10/30/12 | 11/02/12 | M-F 8a-9a M-F 8a-9a | CM | 8a-9a | - TWTF - - | :30 | 2 | \$175.00 | 01 | 0.00 | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - TWTF - - | | | | | 2 | \$175.00 | | 0.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| | 2 | 61 | 10/29/12-11/04/12 | M-F 8a-9a | | 8a-9a | - TWThF - - - - | :30 | | (\$175.00) | | 0.00 | NM | | |
| | | Credited | | | | | | | | | | | | | |
| 10 | 61 | 11/03/12 | 11/04/12 | Sa/Su 7a-9a Weekend Sa/Su 7a-9am Weekend I | CM | 7a-9a | - - - - - SS | :30 | 1 | \$60.00 | 01 | 0.00 | NM | 1 | \$60.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - - - - - SS | | | | | 1 | \$60.00 | | 0.00 | | | |
| 11 | 61 | 11/04/12 | 11/04/12 | Fox News Sunday Su 9a-10a Fox News | CM | 9a-10a | - - - - - 1 | :30 | 1 | \$150.00 | 01 | 0.00 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - - - - - 1 | | | | | 1 | \$150.00 | | 0.00 | | | |
| 13 | 61 | 10/30/12 | 10/30/12 | Tue Prime A Raising Hope/Ben & Kate | CM | 8p-9p | - 1 - - - - - | :30 | 1 | \$5,000.00 | 01 | 0.00 | NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - 1 - - - - - | | | | | 1 | \$5,000.00 | | 0.00 | | | |
| 14 | 61 | 11/05/12 | 11/05/12 | M-F News at Ten News at Ten | CM | 10p-11p | 1 - - - - - | :30 | 1 | \$1,400.00 | 01 | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | 1 - - - - - | | | | | 1 | \$1,400.00 | | 0.00 | | | |
| 15 | 61 | 11/05/12 | 11/06/12 | M-F 6a-7a M-F 6a-7a | CM | 6a-7a | MT - - - - - | :30 | 1 | \$275.00 | 01 | 0.00 | NM | 1 | \$275.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | MT - - - - - | | | | | 1 | \$275.00 | | 0.00 | | | |
| 16 | 61 | 11/05/12 | 11/06/12 | M-F 5a-6a M-F 5a-6a | CM | 5a-6a | MT - - - - - | :30 | 1 | \$110.00 | 01 | 0.00 | NM | 1 | \$110.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | MT - - - - - | | | | | 1 | \$110.00 | | 0.00 | | | |
| 17 | 61 | 11/02/12 | 11/02/12 | Fri Prime A Kitchen Nightmares | CM | 8p-9p | - - - - 1 - - | :30 | 1 | \$2,000.00 | 01 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - - - - 1 - - | | | | | 1 | \$2,000.00 | | 0.00 | | | |



WTIC-TV

Print Date: 11/01/12

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Contract / Revision **396166- 4** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/02/12/ 11/01/12

Order Sep 00:15:00

Advertiser **E Esty/D/5th Dist/Congress** Product **FIRENDS OF ELIZ ESTY**Estimate # **1954**

| | | | | | | | | | | | | | | Totals | |
|--------|----|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| 18 | 61 | 11/02/12 | 11/02/12 | Fri Prime B Fringe | CM | 9p-10p | ----1-- | :30 | 1 | \$1,800.00 | 01 | 0.00 | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----1-- | | | | | 1 | \$1,800.00 | | 0.00 | | | |
| E 19 | 61 | 10/30/12 | 11/02/12 | M-F 5p-6p M-F 5p-6p | CM | 5p-6p | -TWTF-- | :30 | 1 | \$200.00 | 01 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -TWTF-- | | | | | 1 | \$200.00 | | 0.00 | | | |
| E 20 | 61 | 11/01/12 | 11/01/12 | Thur Prime Rotator X-Factor | CM | 8p-10p | ---2--- | :30 | 2 | \$4,000.00 | 01 | 0.00 | NM | 2 | \$8,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---2--- | | | | | 2 | \$4,000.00 | | 0.00 | | | |
| E 21 | 61 | 10/31/12 | 11/02/12 | M-F 5p-6p M-F 5p-6p | CM | 5p-6p | --WTF-- | :30 | 3 | \$200.00 | 01 | 0.00 | NM | 3 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | | 3 | \$200.00 | | 0.00 | | | |
| 22 | 61 | 11/01/12 | 11/02/12 | M-F 8a-9a M-F 8a-9a | CM | 8a-9a | ---TF-- | :30 | 1 | \$175.00 | 01 | 0.00 | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---TF-- | | | | | 1 | \$175.00 | | 0.00 | | | |
| N 23 | 61 | 11/02/12 | 11/02/12 | M-F 5p-6p M-F 5p-6p | CM | 5p-6p | ----2-- | :30 | 2 | \$200.00 | 01 | 0.00 | NM | 2 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----2-- | | | | | 2 | \$200.00 | | 0.00 | | | |
| N 24 | 61 | 11/04/12 | 11/04/12 | Su 10p-11p Su 10p-11p | CM | 10p-11p | -----1 | :30 | 1 | \$1,200.00 | 01 | 0.00 | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----1 | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| N 25 | 61 | 11/03/12 | 11/03/12 | Sa 10p-11p Sa 10p-11p | CM | 10p-11p | -----1- | :30 | 1 | \$900.00 | 01 | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----1- | | | | | 1 | \$900.00 | | 0.00 | | | |
| N 26 | 61 | 11/03/12 | 11/03/12 | College FB Late Game(Fri) College FB Late Game(Fri) | CM | 7p-11p | -----2- | :30 | 2 | \$700.00 | 01 | 0.00 | NM | 2 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----2- | | | | | 2 | \$700.00 | | 0.00 | | | |
| N 27 | 61 | 11/04/12 | 11/04/12 | Su 12a-1230a Su 12a-1230a | CM | 12a-1230a | -----4 | :30 | 4 | \$75.00 | 01 | 0.00 | NM | 4 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----4 | | | | | 4 | \$75.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 35 | \$27,775.00 |